

**Improving Directory and its Utilization as a Marketing Tool while taking into consideration
Marketing Strategies and the Requirements of Translation Industry**



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As an outcome of eliminating linguistic barriers to communication, translation services are making an indispensable contribution to the globalization of modern society and culture. These businesses are committed to eliminating the barriers preventing people from communicating effectively from diverse cultural and linguistic contexts.

The purpose of this study is to increase public awareness of translation services by highlighting the significance of translation services and focusing more on businesses that provide them, as well as by promoting an underutilized tool known as the Members Directory. Additionally, the goal is to research and determine how to promote and highlight a search bar.

The practical research method used in this thesis is qualitative, and Semi-structured interviews were conducted with the aim of obtaining a deeper understanding of the membership directory, which is used as a marketing tool.

The results of this thesis provide guidance on how to make optimal use of the member directory's available promotional materials and maximize its potential impact. Also, how to develop it to be used as a marketing tool.

Keywords: Services, translation services, marketing, search bar, member directory.

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1 Introduction

In the increasingly globalized society, translation services are crucial because they enable people to communicate and comprehend one another. Any enterprise with a global presence must provide content for a multilingual consumer base. Therefore, the success of each business is contingent on the advantages of a qualified translation provider. To reach a global clientele, you must invest in quality translation services. Utilizing translation services increases the likelihood of gaining a competitive edge. When individuals invest in a business by purchasing from it, expansion and growth are the results. When a business expands into new international markets, it desires a more diverse consumer base. Therefore, globalization is essential for international product promotion. Nonetheless, this is only possible with product- and service-related content.

As, as the global market increases, translation services enable individuals to communicate, collaborate, and exchange ideas despite speaking different languages, they also assist with overseas business. In a global market, translation services are essential for businesses that wish to communicate with and conduct business with foreign clients. By translating their marketing materials, websites, product descriptions, and legal documents, businesses can acquire the confidence of their customers. Furthermore, translation services make information available to individuals who do not speak the language in which it was written. This includes legal contracts, health information, government notices, educational materials, and other important documents. In addition, the availability of information in multiple languages, made possible by translation services, ensures that everyone has equal access to essential services.

Translation services are essential to cultural heritage preservation because they make literature, historical documents, and artistic works accessible to a larger audience. By translating famous works of literature, ancient manuscripts, and cultural documents, people can learn about foreign cultures and help preserve them.

For diplomacy and international relations to function correctly, precise translations are required. This ensures that all parties involved in diplomatic discussions, treaties,

agreements, and official communications understand the language. In addition, translation services facilitate intercultural communication, error prevention, and harmonious collaboration, they also improve travel and tourism making travel for tourists easier and more delightful. Signs, maps, menus, and tourist information that have been translated assist visitors in navigating unfamiliar environments, learning local customs, and interacting with the local community. In addition, translation services enhance travel by facilitating communication. Moreover, it increases educational opportunities. By translating textbooks, instructional materials, and online resources into students' native tongues, students can quickly acquire and disseminate information.

Professional translation services hire qualified translators who are fluent in the target language and conversant with its culture. Considering the context, nuances, and cultural differences, they ensure the translations are accurate and high-quality. This is necessary to prevent misunderstandings and preserve the text's original meaning. For example, expansion into the United States requires using the English language. In addition, if the company wants to extend its activities to any country that speaks a different language, it will need linguistic resources, among other things. In addition to literal word changes, cultural and environmental factors must be addressed while translating. The company's worldwide success hinges on its ability to communicate in several languages. (Morel, 2019)

The world market for language services will be worth USD 60.68 billion in 2024. (Factmr,2023) As globalization and technological innovation quicken, the language service industry is working harder than ever to spread and accelerate the expansion of upstream and downstream enterprises. Owing to the relevance of the language service sector in supporting social and economic progress, there has been a rise in media coverage of the industry. (Lund et al., 2019)

Services for Advertising

The primary objective of service marketing is to enhance marketing capabilities while enhancing consumer relationships and company value. This objective is applicable to both product marketing and service marketing. Given the intensive competition in the contemporary global economy, interest in the service sector has increased. Consequently, service marketing and quality marketing strategies have acquired broad acceptance. (Grönroos, 1998)

As the global marketplace gets more crowded and competitive, many managers and experts think that a strong customer focus and well-thought-out and executed marketing strategies will become more critical for the success of most businesses., according to (Homburg et al., 1999)

1.1 Commission Company

The commissioning company:” The Association of Translation Companies (ATC) describe itself as an organization of professional members representing the interests of firms providing translation services in the United Kingdom and other nations. The ATC is the primary voice of the language services business in the United Kingdom.

Membership in the ATC is seen as evidence that a language service is professionally handled. Through promoting quality-driven services and best practices, the ATC establishes standards for suppliers of language services. The ATC influences the development of language service enterprises, the language services industry, and its stakeholders via its research, projects, and activities.” (ATC,1976)

1.2 Objective, Research Questions

While the ATC is the primary site; the membership directory of all members is found in a drop-down menu within the ATC site; making it a secondary site. This is quite common in websites and examples of secondary sites include the company’s clients, testimonials, the contact section, etc. The directory is categorized into industry type and the expertise of ATC members vis a vis that particular industry. This means that in order for governments, companies, SME’s and anybody requiring expert translation service regarding a particular industry or economic sector, can only access the directory through the ATC website. In order for this directory to be easily accessible, the user or seeker of information must know of its existence. This will not only benefit ATC, but will be an added advantage to the members of the organization this thesis aims to develop this secondary website, also to analyses what

are the numerous internet advertising approaches that can be used to make sure that users do not only know about the tool and its enormous advantages, but also how to access it.

This thesis therefore offers readers both a theoretical and practical grasp of Internet marketing strategy.

The research question for this thesis is: How to improve directory and its utilization as a marketing tool while taking into consideration the marketing strategies and the requirements of translation industry?

2 Theoretical framework

2.1 The Language Service Industry definition

As the language services business is still very young, there is no definitive definition of what it is. However, Olohan was the first to propose that a market for translation services should exist (Olohan, 2007). He defines the "translation industry" collection of enterprises that do tasks that need extensive expertise and experience in translation.

According to Zhang (2018), the language services sector provides language counseling and training, language translation and localization, and language technology development and application services to meet both personal and commercial requirements. Zhang reached this conclusion after reviewing all the studies published in the last five years. In addition, the findings of market and business research organizations' assessments of the language industry and the market for language services have also been made public.

According to IBISWorld's 2014 market analysis, the translation industry comprises businesses that provide both written and spoken translation services as well as interpretation services. Businesses that provide services in sign language are also included in this group (IBISWorld, 2014). The language services industry may be divided into three categories: language services, language technology services, and additional services. According to Common Sense Advisory's 2017 annual report, this is the case. (The Common-Sense Recommendation for 2017).

2.2 The Language Service Industry evolution

From the beginning of commercial activity thousands of years ago, the language services industry has existed. The subsequent expansion of worldwide communication and economic collaboration propelled the development of language services. The rapid expansion of the language service sector may be attributable to the extensive usage of computers during World War II and the subsequent advancements in information technology (Brooks,2016). When machine translation was initially used, the whole field underwent a rapid and significant transformation. This is a significant shift in how the language service sector uses technology (Wu et al., 2016).

Throughout the long history of language services, translation work has been delayed due to the need for manual labor. Since human translation might result in errors. As the global economy has become more integrated, the need for translation services of the highest quality has increased. When it comes to translation, low-quality work is quite expensive. Because a poor translation may harm the company in several ways, including customer loss, legal action, and financial loss. Due to the rising need for efficient communication across language boundaries, a substantial amount of capital has been invested in the language services sector (Venuti, 1986).

The ENIAC, the first electrical digital computer, was built in 1946. This made it feasible to work on machine translation in the future. In 1954, Georgetown University and IBM Company collaborated to conduct the first experiment with machine translation. This experiment contributed to the expansion of machine translation research (Wu et al., 2016)

Even with the advances achieved, there have been significant issues with machine translation. Machine translation was discovered to be substantially less reliable than human translation in pioneering research conducted by the ALPAC in 1966. (Automatic Language Processing Advisory Committee. The ALPAC group also advised that funds be diverted from machine translation research (wu & Carroll,1966). Nevertheless, human translation has surpassed machine translation as the primary method of employment in the language services business in recent years.

IBM introduced the Statistical machine translation (SMT) technology to the public for the first time in the early 1990s (Brown et al., 1990). It became the central issue of scholarly discussion as soon as it was published. SMT significantly increases the accuracy and speed with which machines can translate. After decades of study, development, and refinement, statistical machine translation is extensively used in the language services industry. Since 2011, He started his work as a life science translator with a well-known language service provider that specialized in SMT.

The SMT makes excessive use of the corpus (software depends on a stored data 'corpus' to translate from one language into another language) and TM (translation memory). As a result, the language service sector has chosen SMT in conjunction with human post-revision as the most effective method for ensuring the quality of the final translation.

As a result of Kalchbrenner and Blunsom's (2013) development of a coding and decoding framework for end-to-end neural network machine translation, Google became concerned.” The Google Natural Language Translation (NMT) technology, which became publicly accessible in 2016, was the culmination of years of study and development in the area of machine translation as a whole. As a result, NMT is far superior to conventional machine translation in nearly every respect, and its translations are becoming more indistinguishable from those produced by people (Wu et al., 2016). Since NMT is so much better, numerous firms that were not previously involved in the language service market have begun to employ it. These firms include Google, Microsoft, Baidu, IBM, Facebook, Amazon, SDL, and Youdao.

Machine translation is a significant advancement in the corporate realm since it is much quicker and more accurate than human translation. Up until now, almost everyone has had access to a rapid, affordable, and high-quality machine translation service. Meanwhile, a variety of very effective translation technologies were accessible. Therefore, there has never been a better moment than the present to work in the language services industry.

2.3 The Language Service Industry Market Profile

According to Common Sense Advisor's (2023) study, the language service industry's current growth trend started between 2012 and 2022. Following two significant declines, the industry's growth rate has stabilized at a constant pace

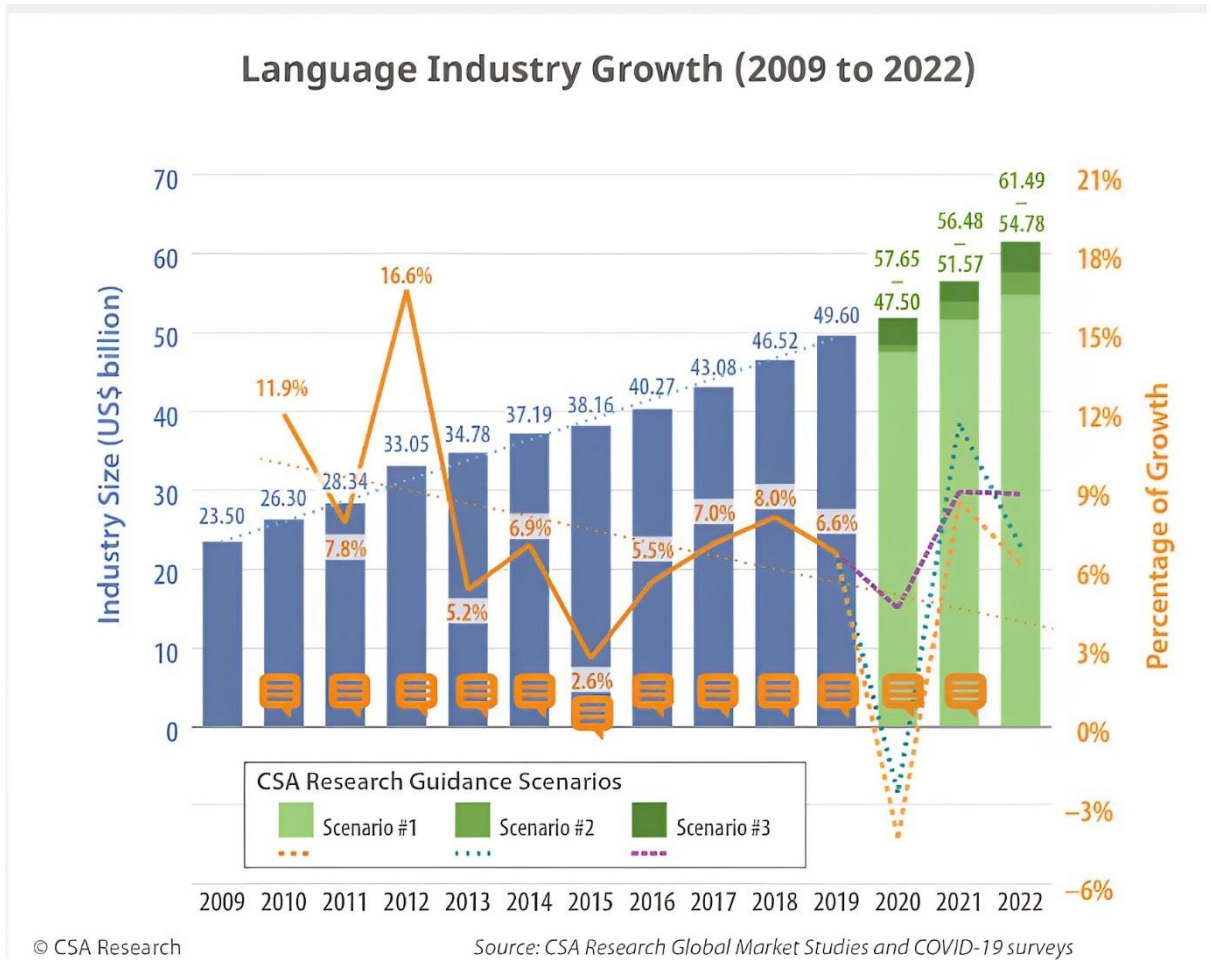


Figure1: Language industry Growth (2009 to 2022). Source: Common sense advisor (2023)

The most noticeable change is the shift toward a buyer's market, which increases the pressure on language service providers to match clients' greater expectations. Initially, there is a significant gap between what customers desire and what they need (Common Sense Advisor, 2019, Sanchis 2019). Customers are increasingly requesting that language service providers provide customized alternatives to the traditional translation service. To deliver this degree of individualized care, language service providers must excel in more than one skill. The emergence of megaprojects is the second issue confronting the language service sector in the 14th century (Common Sense Advisor, 2019). As major

international events continue to rise, the need for language services increases. This is primarily due to the increase in culturalism last several decades. Language service providers must have greater throughput, a more efficient working method, and better cost management to be considered for the projects. The capacity to collaborate with partners from different nations is another crucial characteristic of language service provider (Common Sense Advisor, 2019). As artificial intelligence (AI) makes enormous strides ahead, the language service project becomes more complex. Not only are linguists required for these sorts of initiatives, but also other types of specialists. To r Firms must use resources from various sectors to remain competitive in the current language services market.

2.4 Translation services market summary

the language services between 2022-2032 ?

According to (FACT.mr.2022), In 2032, the worldwide market for language services is projected to be worth \$96.21 billion. This indicates that the market will expand at 5.94% annually between 2022 and 2032. In 2022, the market was valued \$at 60.68 billion. Large corporations often allocate between 0.25 and 2.5% of their overall revenue for translation services when creating their budgets. The United States government is one of the largest purchasers of this kind of merchandise worldwide. The United States government spends between \$700 and \$800 million annually on language services.

The market for language services is anticipated to attain a value of 60.68 billion US dollars in 2022 and 96.21 billion US dollars by the end of 2032, at a CAGR of 5.94%. The average translation budget for large organizations ranges from 0.25 to 2.5% of annual sales.

Report Attributes	Details
Language Services Market Size (2021A)	US\$ 54.02 Billion
Estimated Market Value (2022E)	US\$ 60.63 Billion
Forecasted Market Value (2032F)	US\$ 96.21 Billion
Global Market Growth Rate (2022-2032)	5.94% CAGR
North America Market Share (2021)	41.3%
East Asia Market Growth Rate (2022-2032)	6.4% CAGR
United States Market Growth Rate (2022-2032)	6.3% CAGR
Market Share of Top 5 Companies	7%

“CAGR: compound annual growth rate”

Top 10 translation services providers (Data source: FACT.MR)

Key Companies Profiled	<ul style="list-style-type: none"> • TransPerfect • RWS • LanguageLine Solutions • Keywords Studios • Iyuno-SDI Group • Appen • translate plus • Acolad Group • Welocalize • Hogarth Worldwide
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Table 1: Examination of market forecasts (2017-2021) and revenue projections for the Language Services Sector (2022-2032).

Technical translators are responsible for creating a variety of domain-specific publications, such as user manuals, technical reports, regulatory papers, and other customer-friendly formats. Technical translators are responsible for about 90 percent of all translated documents globally.

The market for language services gained an average of 4% each year between 2017 and 2021, according to a report conducted by Fact.MR, a firm that does market research and monitors competition, the market is projected to expand at an average annual rate of 5.94% between 2022 and 2032.

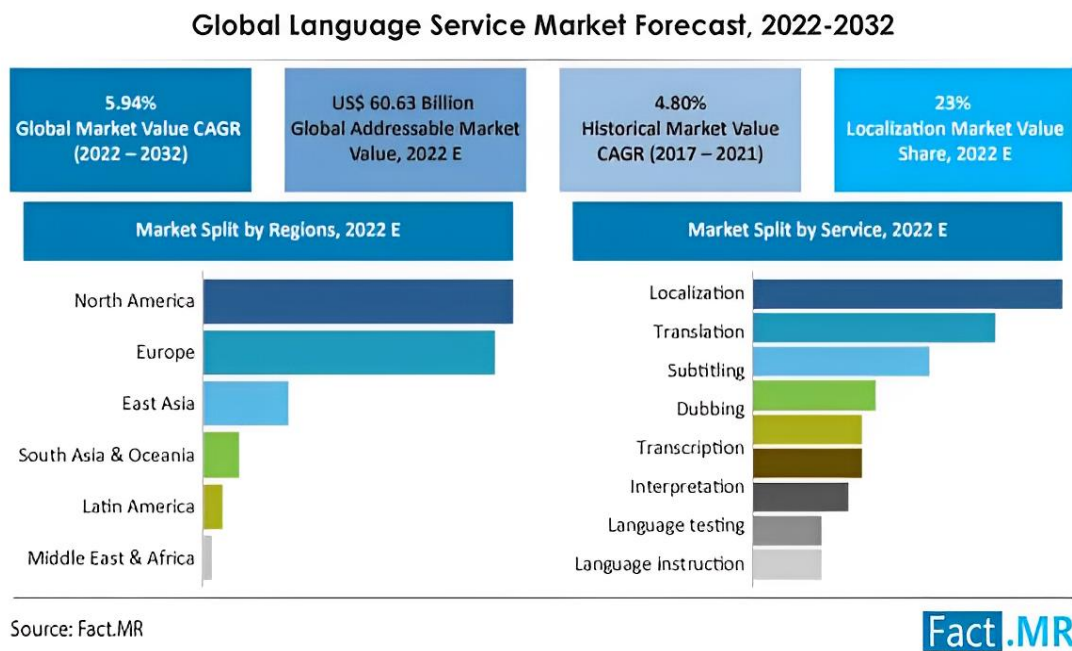


Figure 2: Global Language Service Market forecast,2022-2023(Fact.MR)

2.5 The Future of The Language Service Sector

According to Johnson et al., (2008) PESTEL framework is used to examine the prospects and difficulties of the language service business from the perspectives of politics, economics,

society, technology, the environment, and the law, respectively and predict how the translation industry would evolve (table 1).

P	Politics	Governments paid more attention to language services
E	Economics	Big regional difference of economic development Economic globalization trend
S	Society	Deepening international cultural exchange Increasing demand for overseas travel
T	Technology	Artificial Intelligence Cloud computing Mobile Internet
E	Environment	Uncertain and dynamic environment
L	Legal	Indispensable position of human translation in professional industries.

Table 1: Analysis of the language service industry's PESTEL factors. (ZhangYan,2022)

“Governments have devoted increased attention to language services in recent years. As a result, this is the most significant political macro environment with which language service providers must contend (Defense Language Transformation Roadmap, 2005).

The ability of a nation to effectively communicate in its native language has a significant impact on its security and economy. Language service was a traditional resource in the past, but it has become an integral component of national security in recent years. Several factors contributed to this transformation. “After September 11, 2001, for instance, the United States launched the Defense Language Transformation Roadmap and the National Security Language Initiative to address better the language service requirements of both the public and the government. In addition, governments also aid in crucial areas for developing the language services business, such as industrial strategy, institution construction, industry standards, etc. This assistance is crucial for expanding the language services business (Olohan, 2007).”

Second, economic globalization has intensified worldwide commerce, particularly companies with a global presence (Gaspari & Hutchins, 2007; Gaspari et al., 2015). This is the primary macroeconomic context in which the language service industry operates. Globalization has strengthened worldwide commerce, particularly for multinational corporations. A nation's economic structure and level of development directly impact the expansion of the language services business, which is a component of the contemporary service sector. Europe and North America have two of the most successful language service sectors in the world, which should not come as a surprise (DePalma et al., 2017). Due to the rapid pace of globalization over the last several decades, international commerce has become a more significant element of the global economy. For example, consider the quick expansion of language services in reaction to the rapid expansion of worldwide online trade. Nevertheless, the tendency toward "reverse globalization," which has reduced international commerce, has caused others to fear the industry's future.

Thirdly, the fundamental social macro environment of the language service sector was founded on the expansion of international cultural interaction and the increase in outbound trip demand. These two elements contributed to the formation of the fundamental social macroenvironment. Language is the primary means of transmitting cultural influences (Wang, 2014). It is essential to have access to high-quality translation services when creating localized versions of movies, music, and publications. Throughout the last several decades, the expansion of the global cultural sector has significantly influenced the expansion of the language service industry. Furthermore, the tourist business is gradually supplanting the foreign service industry. This is primarily due to the increased popularity of international travel in recent years. As a consequence, there has been a rise in demand for language services, even though the global coronavirus epidemic has delayed this trend somewhat (EU language industry survey, 2020)

Expanding on the fourth aspect, it can be observed that the prevailing technological macro environment within the language service sector is characterized by the active promotion of machine translation technologies through the utilization of artificial intelligence and cloud computing technologies. Simultaneously, the ubiquitous utilization of mobile internet has considerably enhanced multimedia content. The proliferation of machine translation

technologies can be attributed to the active promotion of artificial intelligence and cloud computing (Esselink, 2000; Doherty, 2016). The sources cited in the text are Esselink (2000) and Doherty (2016). According to estimates, the public cloud services market is projected to attain a value of 233.4 billion USD in the year 2019, indicating a growth of 26% from the preceding year. (IDC, 2020). According to Esselink (2000), the integration of information, language specialists, research data, and corporate resources by cloud translation systems has led to a noteworthy reduction in prices and a boost in productivity within the language services industry. Is it possible for computers to mitigate the problem of inadequate storage capacity on local devices? (Tahir et al. 2013).

As a result, an increasing number of translation companies choose to do their translation job and keep their data on the cloud. the objective of increasing the amount of data stored in the cloud is to enhance the education and training of human professionals in Statistical Machine Translation (SMT) and Artificial Intelligence (AI) in Neural Machine Translation (NMT) Common Sense Advisory (2019). This will be performed so that it functions optimally. As new technology improves and more individuals use it, the language services business is undergoing a significant change. When internet speeds increased, it became less complicated for individuals to generate material, which benefited the information content sector, and this increased demand for language services (Doherty, 2016). Therefore, the proliferation of internet technology may have directly contributed to the expansion of the language service sector. The rise of technology presents both possibilities and challenges for the language service sector. Google and Amazon, for instance, are now bitter rivals despite not having known one other before. This results in both possibilities and challenges.

Fifthly, the unstable and ever-changing environment encourages the language service business to develop novel approaches to accomplishing tasks. While the market remains steady, it is unlikely that any participant in the supply chain will make substantial adjustments (Huang et al., 2009). This hinders the competitiveness of innovators (Hargadon & Douglas, 2001). Therefore, even if the market profile in section 2.1.3 (table 1 and Figure 5) indicates a reasonable degree of competition, the language service industry is neither steady nor static but rather dynamic. Even if Table 1 and Figure 5 indicate a reasonable level of competition, this is true. Change is the only definite aspect of a dynamic field (De Clercq et al., 2011). Smith et al. (2003) state that businesses must generate new ideas to keep up with the market's evolution. Therefore, it stands to reason that language service providers must

do the same. However, new rivals are often more innovative in a fast-paced sector than their predecessors (Zahra & Neubaum, 1998). Those who prioritize innovation are more likely to be profitable, but those who ignore it are more likely to fail (Smith et al, 2003). Due to the industry's rapid transformation, existing language service suppliers will face more significant levels of competition than in the past.

The last topic of discussion will be the regulations that regulate the operation of the language service business. Recent technological advancements have gotten machine translation extremely near to human translation in terms of quality (Wu et al., 2016). In several cases, like online purchasing, social networking, and communication platforms, machine translation may thus fully replace human labor. Nevertheless, several professions, like the health sciences (Gaspari et al., 2015) and the military, still significantly depend on human translators since translation errors may have grave legal repercussions and even result in death. Hence, a significant proportion of these enterprises persist in utilizing human translators (US Department of Defense, 2005). The predominant methodology employed in the language services industry involves the utilization of "machine translation" in conjunction with "human post-review," as evidenced by scholarly works such as those authored by Beaton and Contreras (2010), Garcia (2011), Cui (2014), and Depalma et al. (2017). As a result, it can be observed that language service providers currently dominate the market for human review, as noted by Depalma et al. (2017).

The results of the PESTEL analysis indicate that the language service industry's macro environment is abundant with potential advantages and disadvantages. Theoretical and practical assistance are essential for the growth and development of language service providers.

2.6 Service Marketing

According to the literature, some of the characteristics that make services unique are that they are intangible, have a wide variety of types, may be produced and consumed simultaneously, and have a short shelf life (Rust & Chung, 2006; Parasuraman et al., 1985). Intangible services are those that cannot be stored or shown tangibly. While humans are less dependable than robots, the human element in service delivery increases unpredictability. As the customer actively participates in the transaction when production and consumption

co-occur (inseparably), it is not easy to centralize service when production and consumption coincide. Perishability means that when the term of serviceability has expired, the service is no longer marketable (Rust & Chung, 2006). Unlike actual objects, which can be experienced through all five senses, services can only be perceived via the eyes and ears (Parasuraman et al., 1985).

Hence, organizations centered on connections may be categorized as service industries. Regarding the services, amount of customer participation needed may range from basic to extensive, constant to infrequent, and one-time to ongoing. If a consumer has a concern, they may freely address it with a member of the service provider's personnel. (Grönroos, 1995). When this is considered, the provision of services takes on a greater significance level because they are often less predictable and need more effort. (Rust and Chung, 2006)

2.7 Relationship Marketing

Grönroos (1990) adopted Berry's (1983) definition of relationship marketing, which involves the attraction, maintenance, and enhancement of customer relationships. This definition encompasses various perspectives, such as relationships with non-customers, mutual benefit, promise fulfillment, and profitability. Marketing refers to the process of creating, sustaining, and improving connections with customers and other stakeholders in order to achieve mutually beneficial goals while generating profits. The attainment of a desired outcome is realized through reciprocal exchange and the fulfillment of commitments. Leonard L. Berry (Barnes, 1994; Grönroos, 1994) introduced "relationship marketing" to the services marketing literature in 1983.

Berry's relationship marketing strategy comprises five fundamental pillars, namely, establishing a core service as the foundation for customer relationships, tailoring these relationships to suit individual customers, augmenting the relationships with supplementary benefits, devising pricing strategies that foster customer loyalty, and targeting employees with marketing efforts to ensure they deliver exceptional customer service. (Berry, 1983).

A transactional marketing strategy is more concerned with short-term objectives, while a relationship-based approach is more concerned with long-term economic success. For example, one may argue that transaction marketing aims to gain consumers, but relationship marketing aims to acquire and maintain customers as clients. Retaining

customers is more crucial than ever, although obtaining new customers is necessary to have any customers to maintain since it is usually less costly to convince an existing satisfied client to make a more significant purchase than acquiring a new customer. (Grönroos, 1995).

According to Gronroos (1990), promise is the most crucial aspect of relationship marketing. Every effective business relationship is based on the principle of keeping commitments. This necessitates three essential actions from service providers. Setting reasonable expectations up front and following those expectations throughout service delivery by equipping staff and service four systems to do so (Bitner, 1995).

This necessitates three primary actions on the part of service providers: (1) establish acceptable promises, (2) uphold those promises throughout service delivery, and (3) equip their people and service systems with the tools necessary to uphold those promises (Bitner, 1995). These three marketing strategies are crucial for service companies to develop and maintain contact with their target market.

2.8 External Marketing

When a company goes out into the world to promote its products or services, it informs prospective consumers of what they may expect from the company and how they can get it. This marketing strategy emphasizes advertising, sales, special promotions, and price reductions. It is backed by the typical business practices of the global economy (Bitner, 1995).

However, when it comes to services, other elements demonstrate the promise made to consumers. Moreover, the expectations of customers can be influenced by factors such as service personnel, physical location, and service style, as observed by Bitner (1992, 1993) and Grove, Fisk, and Bitner (1992).

When consumers can get free product information, they are more likely to visit a company's website to purchase a product or receive customer assistance. As a result, businesses may interact with consumers by delivering customized, high-quality messaging (Rust & Chung, 2006). Similarly, improved information presentation reduces information overload (Lurie & Mason, 2007), which assists a firm in communicating its value proposition to its target audience (customers).

Branding is particularly crucial for organizations that provide services because it lets clients feel secure while purchasing intangible things (Berry, 2000). In addition, branding is particularly crucial in the service business because it may be challenging to discern intangible items that lack distinguishing physical characteristics (Zeithaml, 1981). As a result, these companies establish client confidence by utilizing their own brands (Berry, 2000).

When a service provider excels at delivering its core services, when it has an emotional connection with its target audience, and when its customers have confidence in it, that provider may call itself a brand. These three items are interrelated (Berry, 2000).

By satisfying unmet client demands, service providers may enhance their brand equity. By accomplishing something significant, they enhance the consumer's experience. Because of the company's strategic marketing and the recommendations of satisfied consumers, many brands have become renowned for their established standards (Berry, 2000).

2.9 Internal Marketing

Workers and service delivery systems must have the correct information, skills, talents, experience, resources, and incentives to perform effectively. In other words, their activation must be performed. The researcher asserts that while making promises may seem effortless, the fulfillment of such promises hinges on the employment of suitable personnel, provision of adequate training, provision of appropriate tools and internal processes, and the recognition of employees' efforts. Bitner (1995)

Service providers and their employees need access to vital information and resources and an incentive to exert more effort. To restate, something must be done to make them functional. Maintaining promises is difficult if the correct people are not employed, taught, given the right tools and internal processes, and rewarded for their performance (Bitner, 1995). Because the product of services is a performance and the workers are the performers, marketing literature on services has emphasized internal marketing. This is because the employees themselves are the product. Hence, service-providing organizations must "attract, develop, inspire, and keep exceptional employees with job products that 6

exceed their expectations" (Berry & Parasuraman, 1991). Consumer retention rates will only increase if service providers deliver as promised (Berry, 1983).

2.10 Interactive Marketing

Moment-of-truth marketing, or "interactive marketing," occurs while the consumer utilizes the promoted product or service. Promises are fulfilled or violated every time a consumer interacts with the organization, and the service's dependability is tested. The fulfillment or breach of service commitments is typically attributed to the personnel of the organization, and in rare instances, to the technology employed by the company (Bitner, 1995).

Regardless of the channel used, each time a customer communicates with a service provider constitutes an interaction with the company (Shostack, 1984).

"From the customer's perspective, each contact evaluates the business's dependability. These contacts serve as the foundation of the customer-business relationship in the eyes of the consumer. These contacts, frequently called "moments of truth," give consumers a sense of a company's quality. Their experiences will determine their future degree of happiness and (Woodside, et al 1989; Bitner, et al, 1990; Bolton & Drew, 1991)."

Every interaction affords the company the opportunity to demonstrate its expertise, win the customer's trust, and cultivate loyalty. This is what the firm must do in order to be successful. However, every connection with a consumer has the potential to harm their perception of the product's quality, their faith in the brand, and their commitment to the business (Bitner, 1995)

2.11 Search Marketing

Search marketing, or search engine marketing (SEM), is digital marketing that promotes websites and online businesses through search engines. The process entails the utilization of paid advertising, specifically Pay-Per-Click (PPC), and the optimization of organic search results, referred to as Search Engine Optimization (SEO), The following are fundamental components of search engine marketing:

Search Engine Optimization (SEO) is the process of increasing a website's visibility and positioning in free (organic) searching motor listings. On-page optimizing, offline optimization, and technological optimization are the typical components of website optimization. On-page optimization includes duties such as keyword research, meta tag optimization, and content refinement. Off-page optimization involves link building, social media signals, and online directories. Technical optimization entails, among other technical considerations, optimizing site performance, ensuring mobile compatibility, and refining site structure (Schumacher,2019).

Pay-per-click (PPC) is a digital marketing strategy where advertisers compensate a fee each time their advertisement is clicked. In general, the process involves participating in auctions for particular keywords that are pertinent to one's enterprise and crafting compelling advertising content. Google Ads (also known as Google AdWords) and Bing Ads are widely recognized as prominent examples of (PPC) advertising. Pay-per-click campaigns can generate targeted traffic rapidly and have a high degree of measurability and flexibility (Agarwal et al.,2011).

The process of identifying and analyzing specific words and phrases relevant to a particular topic or industry, aiming to optimize content for search engines and improve the visibility and ranking of a website. Conducting keyword research is a crucial aspect of search engine marketing. The process involves the identification of specific terms and expressions utilized by potential customers during their search for products, services, or information that pertains to the enterprise. Furthermore, concentrating Pay-Per-Click (PPC) and Search Engine Optimization (SEO) endeavors on relevant keywords can enhance the probability of the website being displayed in search engine results (Kritzinger & Weideman,2015).

To succeed in search marketing, it is imperative to have persuasive ad copy and efficient landing pages. The advertisement's textual content ought to be persuasive and relevant, incentivizing users to engage with it by clicking. In addition, it is imperative to optimize landing pages for conversions and provide a user-friendly interface (Tarafdar & Zhang, 2008).

Utilizing monitoring tools, such as Google Analytics, facilitates monitoring the effectiveness of search marketing campaigns. Monitor key performance metrics such as interactions, impressions, click-through rates (CTR), conversions, and return on investment (ROI). This

data empowers to assess the effectiveness of the tactics and formulate decisions based on empirical evidence (Germann et al.,2013).

Implementing local search marketing is essential for enterprises that aim to cater to their local customer base. It is recommended to incentivize customers to provide reviews and ratings while optimizing websites and listings to enhance visibility in local search results. Enhancing the visibility of the local search results can augment the likelihood of drawing in local customers (David,2015).

Given the growing prevalence of mobile devices, optimizing both the website and advertising content for mobile platforms is imperative. It is imperative to ensure that the website is optimized for mobile devices and that the pay-per-click (PPC) campaigns are tailored to meet the needs of mobile users. The optimization of mobile devices improves the experience of users and increases the scope of the audience (Frankenfield,2020).

The utilization of remarketing strategies enables the targeting of individuals who have previously engaged with a particular website. Implementing a surveillance pixel on a website makes it feasible to display personalized advertisements to users while browsing other websites or search engines. Remarketing facilitates re-engaging potential customers who have previously demonstrated interest in the products or services offered by a business (Smith,2017)

Monitoring and optimizing search marketing endeavors continuously is imperative, utilizing performance data and industry trends as the basis for such actions. It is recommended. In addition, it conducts experiments with diverse strategies, stays informed about the latest search engine algorithm updates, and adjusts one's approach to enhance the effectiveness of search marketing campaigns. (Berman & Katona,2013)

3 Methodology

The following chapter will outline the study's objective and the methodology employed. This study will provide an overview of the selected sample and detail the methodology employed

for data collection and the subsequent data analysis. Ultimately, this study will address potential ethical considerations and constraints that may arise.

3.1 Qualitative approach

In this study, qualitative research methods were utilized. During academic study, observational research gathers concrete proof that can either confirm, refute, or discuss theoretical concepts. According to (Aspers & Corte, 2019), this helps individuals comprehend and make meaning of various types of knowledge. To gather information about a particular topic, qualitative research employs a technique known as "induction." Based on this information, the author generates numerous ideas and hypotheses. This study's qualitative approach was chosen because it can reach the issue's core. A quantitative method differs from a qualitative technique in that it is more structured, applicable to a wider variety of circumstances, and places a greater emphasis on numbers.

3.2 Semi-structured interview

For this study, interviews with a semi-structured format were used.

More flexibility and variety in interviewing methods make it easier to get more information from participants by letting them explain their answers in more detail. (Aspers & Corte, 2019) says that semi-structured interviews give people more freedom in answering questions than standard interviews and a more structured way to compare things than focused interviews. Kumar (2005) states that the interview method is the best way to find out about complicated and sensitive issues because it allows the interviewer to prepare the participant for sensitive questions ahead of time and get personal clarification on complicated questions. Even though interviews are a good way to get complete and detailed information, they can be expensive and take a lot of time. Furthermore, Kumar (2005) says that the nature of the contact between the interviewer and the participant can vary because each interview is different. This means that the quality of the answers from different interviews can vary greatly. In addition, Kumar (2005) noticed that the interviewer's knowledge, skill, and commitment level affect the data quality they collect.

The author is conducting interviews with four translation service providers, each specializing in a particular translation field and a member of the member directory. However, some of

them use it infrequently. The author conducted interviews with four individuals who have previously utilized the members directory and provided their feedback on it.

The interview comprised a total of eight primary questions, with an additional two sub-questions being posed in cases where the flow of the conversation organically prompted further inquiries. The questions that were administered were of an open-ended nature, allowing for responses to be easily obtained and widely understood.

The subsequent inquiries primarily aimed to gather additional information regarding this tool, its prevalence in usage, and the corresponding feedback. Additionally, the author expressed an interest in exploring the potential of utilizing this tool as a marketing tool and sought guidance on its further development and necessary modifications.

The initial inquiry posed by the author was a nonbinary seeking a response of either "yes" or "no." The purpose of this question was to ascertain whether the interviewee possessed prior knowledge or familiarity with the abovementioned tool.

The second question was "If yes, do you know what it is for, and how can it help?" referred to whether the individual possessed knowledge regarding the purpose and potential benefits of the subject matter.

Third question: "Do you see the Member Directory as a marketing tool that can help your business?" The author posed this query to gain a deeper comprehension of this instrument. And if it is currently being used as a marketing instrument.

The fourth question "What features would you want to see in this marketing tool, other than the available information?" and the seventh question "How do you think it can reach potential clients?" This query was asked to determine how this tool could be enhanced and developed.

In the fifth question should the ATC promote members' services and the Member Directory through other marketing tools such as Google Ads?" This question was proposed by the commission company; they desired to consider this solution.

The sixth question "Would you recommend this tool to other members?" The author posed this question to determine if this tool will have a high level of popularity and if the services that have already utilized it will share it.

The final question was an open-ended feedback section where interviewees could rate and comment on this tool.

There were additional open questions, such as what marketing tools are used by the translation service. The author wished to compare and contrast the various marketing tools.

4 Results

The author conducted four meetings through Microsoft teams between 16 April and 08 May 2023, each of which lasted between 30 minutes and one hour. All interviewees are partners of the commission company, and their services are listed in the members directory.

4.1 Participation

All interviewees were pleased to be a part of this, as they were eager to provide feedback and suggestions on how to enhance this tool, as they saw a great deal of potential in the members directory, and the interviewees characterize the study's relevance and the fact that the study is conducted for members directory users or their services are included in the tool, which increases the research's credibility and the interviewees' interest in the questions posed.

4.2 Findings from the interviews

In this section, the author will discuss the findings from the four interviews conducted: Diverse opinions were expressed in response to the first query regarding the utilization of the member directory in the translation industry. Two interviewees stated that they utilize the tool frequently, find it useful, maintain an up-to-date profile, and research other translation services in different fields. In contrast, the remaining two interviewees stated that they do not utilize the directory.

The first and third interviewees responded similarly to the second question, stating that they are aware of the function and that the tool can be used to search for services that they do

not offer. The other two interviewees stated that they are aware of the function of the members directory.

The first and third interviewees responded similarly to the second question, stating that they are aware of the function and that the tool can be used to search for services that they do not offer. The other two interviewees stated that they are aware of the function of the members directory, but they do not use it or see the point in using it.

Regarding the third question, regarding the role of the directory as a marketing tool, all interviewees agreed that it cannot serve exclusively as a marketing tool and requires significant improvement, which leads us to the fourth question. All of the interviewees suggested potential improvements, which will be summarized by the author. Future improvements that should be considered include placing the search bar on the homepage and altering the name to clarify its purpose. In addition, they emphasized the significance of the logo and suggested that it should be more engaging to users. Instead of just providing a link, one proposed enhancement would permit members to directly access a webpage by tapping on its logo. The interviewees also found the current layout to be somewhat perplexing and suggested that it be simplified. It was suggested that a search function by location be added to assist researchers in locating translation services in their specific regions. In addition, they suggested monitoring traffic, views, and user data to gain insight into the directory's utilization. In addition, it was proposed to expand the directory to include more specializations and to implement a "smart" system that lists members based on their relevant specializations. Finally, it was recommended that the company's information be placed at the top of the display.

Regarding the fifth question, all interviewees were pleased with the recommendation and emphasized the need for greater visibility and simpler accessibility. In addition to Google ads, they suggested using social media platforms like LinkedIn, Facebook, and Twitter to effectively advertise the directory.

Two interviewees responded affirmatively to the sixth question regarding the recommendation, while the other two stated that they would not be able to comply. In response to the author's final question regarding the most frequent marketing tools employed by translation services, each interviewee provided a distinct list of marketing tools:

Website: A well-designed website is the translator services provider's online business. It highlights the organization's services, talents, and portfolio, making it easier for prospective clients to learn more and contact them.

SEO (Search Engine Optimization): SEO boosts search engine rankings. This includes keyword optimization, high-quality backlinks, and mobile-friendly site design.

Content Marketing: Blogs, articles, and whitepapers about translation services establish the provider as an authority. Content marketing develops trust, draws customers, and stimulates social media sharing.

Social Media Marketing: Translation companies use Facebook, LinkedIn, Instagram, TikTok, Twitter, and to reach their target audience. They market their services through sponsored advertising campaigns or organic reach by posting relevant material, debating, and promoting their services.

The translation service provider can provide updates, offers, and case studies to prospective clients by creating an email list. Email marketing strengthens client-prospect interactions.

Pay-per-click (PPC) advertising: Translators can target a specific audience and receive rapid attention with PPC campaigns on search engines or social media. Bidding on service-related keywords and paying only when users click their ads is this method.

Referral programs are excellent at getting satisfied customers to endorse the services.

Translators may offer referral bonuses or discounts to existing customers.

Translation service providers might grow by partnering with similar companies or industry influencers. For referrals and co-marketing, they can partner with localization firms, language schools, and associated companies.

Internet directories: Listing the translator services provider's company in relevant internet directories and professional platforms boosts its visibility and the possibility that future translation customers will find it.

Client Testimonials: Positive client testimonials and case studies on the provider's website or marketing materials build trust. Prospective customers can also view the service provider's past work, which boosts their likelihood of hiring them.

The interviews shed light on the translation industry's member directory usage and marketing potential. The directory's effectiveness can be improved by incorporating ideas for improvement and various marketing methods.

4.3 Analysis

The analysis of the interviews conducted provided a comprehensive comprehension of the member directory's utility in the translation industry and its marketing potential. The insights obtained from the comments of the participants provide valuable information regarding the perceptions and utilization of the directory by industry professionals.

The interviews revealed a variety of perspectives on the effectiveness of the directory as a means of accessing translation services. Several participants reported high levels of contentment with the directory and frequent usage. They found it to be a useful resource for conducting research on other translation service providers and maintaining their own profile. In contrast, there were those who demonstrated minimal or no interest in using the directory, indicating a range of acceptance among professionals.

While it was evident that all participants understood the fundamental purpose of the directory, which is to facilitate the search for services that they do not offer, their perspectives on its significance varied. Several individuals recognized this feature's significance and considered it advantageous, while others were unable to comprehend its utility.

A common opinion emerged during the interviews, indicating that the member directory, on its own, is insufficiently effective as a marketing tool for translation services. All parties reached a consensus on the necessity of implementing considerable enhancements in order to increase the directory's marketing effectiveness. The general agreement highlights the directory's current limitations in meeting the marketing needs of translation service providers.

To enhance the effectiveness of the directory, the participants provided insightful and reasonable recommendations. The recommendations included implementing a search bar on the homepage to improve accessibility, changing the name to better reflect its intended purpose, and enhancing the logo to increase user engagement. A recommendation was made to simplify the design in order to improve the navigation's user-friendliness. In addition, the inclusion of a location-based search function would assist researchers in

locating translation services in specific geographic areas. The proposal to monitor traffic, views, and user data would provide crucial data for understanding directory utilization and enhancing its efficacy.

Additionally, expanding the scope of the directory to include a broader range of specializations and incorporating an intelligent algorithm that ranks members according to their relevant areas of expertise will significantly increase its utility. As suggested, placing the company's information at the top of the display would increase visibility and encourage user interaction with the directory.

In addition to the member directory, the interviews provided a comprehensive range of marketing strategies that translation services routinely employ. This assortment included website design, search engine optimization (SEO), content marketing, social media marketing, email marketing, pay-per-click (PPC) advertising, referral programs, partnerships, internet directories, and customer endorsements. The preceding list highlights the fluidity of marketing strategies employed by translation service providers and the significance of employing a variety of strategies to attract prospective clients and establish a robust digital footprint.

In conclusion, the interviews conducted have provided significant insight into the diverse opinions and usage of the member directory in the translation industry. The collection of diverse marketing tools and enhancement suggestions provided concrete assistance for optimizing the directory's functionality and effectiveness as a marketing tool for providers of translation services. The insights obtained from these interviews have the potential to provide the author with the means to improve directory utilization and adopt comprehensive marketing strategies, thereby facilitating the successful expansion of their businesses in the fiercely competitive translation industry.

5 Recommendations

The accessibility and efficacy of a search bar can significantly enhance the user experience of a website or application. Here are some recommendations by the author for improving a search bar:

The search bar should be conspicuously displayed and consistently positioned on each website or application page. In addition, the search utility should be readily accessible and straightforward.

Ensure that the search bar's size and visibility are appropriate; it should not be too small or buried among other content. Utilize appropriate contrast and visual elements to make the search bar stand out from its surroundings.

Implement autocomplete functionality so that users receive search phrase suggestions as they type. This feature can reduce search time and improve search precision by anticipating user intent and displaying relevant suggestions.

Labeling and placeholder text: The search bar should be labeled with descriptive terms such as "Search" or "Find Translation Services.". Utilize placeholder text within the search box to provide consumers with additional guidance on what to search for.

Ensure that the search bar is adaptable to different screen sizes and devices. In addition, it must be simple to navigate and use on desktops, tablets, and mobile devices.

If the website or application contains significant content, you may want to include advanced search tools. For example, users can refine their search results using multiple relevant categories, filters, date ranges, etc. As a consequence, users may be able to locate specific information faster.

Display the necessary data, such as titles, summaries, and relevant excerpts, in a straightforward and organized manner. Consider using paging or unlimited browsing to manage large search results lists effectively.

Error Handling: Provide concise and user-friendly messages when a search query yields no results or encounters an error. Provide hints or additional search options to assist visitors in locating the information they seek.

Monitor and analyze search patterns and user queries to better understand what users seek and how they use the search function. Actively collect user feedback in order to identify any potential issues or adjustments.

Continuously test and enhance the search capability based on user input, analytic data, and usability testing. Maintain a record of user satisfaction, search success rate, and any areas where users are encountering difficulty to enhance the search experience over time.

By implementing these best practices, you can enhance the search functionality of the website or application, making it more user-friendly, efficient, and capable of delivering accurate search results.

6 Conclusion

Given the obscure location of the tool, implementing search engine optimization strategies and enhancing the search functionality of the website can substantially increase its exposure, reach a relevant audience, and increase conversions.

The benefit of offering translation services through a search engine is that it can help achieve greater online visibility and interact with people currently searching for language solutions. Furthermore, incorporating pertinent keywords, instituting auto-suggest features, and optimizing the website's content can ensure that the translation services appear prominently in search engine results, thereby increasing the chances of attracting qualified leads.

In addition, using a search bar enables comprehending user intent and modifying the marketing strategy accordingly. By analyzing search queries and user behavior, it is better to focus on advertising campaigns and create content that appeals to potential purchasers by understanding the target audience's desires, preferences, and pain points.

Not only does a well-implemented search bar enhance the user experience on the website, but it also gives a competitive advantage in the translation services industry. Furthermore, it can differentiate the service from the competition and establish it as a reliable provider of

language solutions by achieving a higher ranking in search engine results and optimizing the website for pertinent keywords.

In addition, search engine marketing generates quantifiable outcomes that enable monitoring key performance indicators and evaluating your initiatives' success. This data-driven strategy can help you make more informed decisions, enhance your marketing strategies, and allocate your resources more efficiently.

Lastly, promoting translation services via a search bar is a less expensive method than more traditional advertising strategies. You can maximize the marketing budget by concentrating on targeted SEO and interacting with a highly relevant audience actively pursuing translation service.

Using a search bar to sell translation services is a powerful strategy that can help to increase brand awareness, target the right market, improve the user experience, obtain a competitive advantage, and produce measurable outcomes. Furthermore, by embracing search engine optimization and enhancing the website's search capabilities, it can effectively market translation services and stimulate business growth in the ever-expanding global market.

Limitation:

This thesis research was conducted with fewer resources and in less time, so restrictions and limitations were unavoidable.

Since the member directory is not promoted, it was difficult to locate people who had actually used the tool and were willing to discuss how to improve it.

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Appendix 1: Interview questions

1. Have you ever used Member Directory?
2. If yes, do you know what is for, and how can it help?
3. Do you see the Member Directory as marketing tool that can help your business?
4. What features would you want to see in this marketing tool, other than the available information?
5. Should the ATC promote members' services and the Member Directory through other marketing tools such as Google Ads?"
6. Would you recommend this tool to other members?
7. How do you think it can reach potential clients?
8. How would you rate it?